

Communications Update

February 12, 2010

Work continues on the development of our 3-5 year integrated public affairs strategy. The research on message testing has been completed and analysis of those results is proceeding.

In the mean time, we have moved forward on the implementation of several statewide and regional strategies focused on increasing community and parent awareness of First Things First and the importance of early childhood.

Director's Community Visits: We have identified the first six areas for Director's Community Visits. Those areas include: North Pima, Southeast Maricopa, Northeast Maricopa, Yavapai, Yuma, Navajo/Apache, Graham/Greenlee, and Gila County. We are working to schedule these visits, with the first likely to take place in mid-March.

Proposition 203 Supporter Check-In: We have reviewed the list of supporters from Proposition 203 and have determined that there are approximately 25 organizations that supported the ballot initiative that we would need to contact for a follow-up presentation. The presentation would highlight the accomplishments of FTF thus far and stress the need for continued support of early childhood investment. We are in the process of prioritizing and contacting these organizations to schedule a date for a presentation. When we have a date, we will let Board members know to determine who is available for the presentation. A list of the organizations is attached. If there is a particular organization that Board members would like to present to, please let Liz Barker Alvarez know.

Policymaker Outreach – Director Allvin has scheduled visits this month with several policymakers. Sandy Carpenter will provide additional details as part of her report.

Social Media – On February 8, we launched the First Things First Facebook page as another tool to help the public learn about First Things First and the importance of investing in early childhood. In the first three days, we had acquired almost 90 fans! You can become a fan of FTF from your **home computer** by visiting: <http://www.facebook.com/pages/Phoenix-AZ/First-Things-First/439899815051> .

We had also identified two strategies that the Regional Councils can choose to implement that align with our statewide efforts and capitalize on your knowledge and standing in your community.

Community Outreach

As local leaders, Regional Council members represent the most credible messengers for First Things First in their communities. We have completed a series of tools to assist Council Members in doing presentations to community groups to either introduce them to First Things First or update them on our progress.

Power Point presentation: The Power Point developed will be part of Liz Barker Alvarez' presentation to the Board on February 23.

Training sessions: On February 12, Board members should have received an email invitation to participate in one of 8 interactive seminars that will be presented to support FTF Board members, Regional Council members or staff members who want to engage in community outreach. Seminars are scheduled February 25 in Phoenix, February 26 in Tucson, March 11 in Flagstaff and March 12 in Phoenix and Casa Grande. The Phoenix trainings on the 25th will be broadcast on Live Meeting and will be videotaped for future use.

Palm Cards: Palm Cards also were designed as a leave behind after presentations or after speaking with anyone regarding First Things First. The cards were provided to chairs, vice chairs, regional coordinators and regional managers earlier this month, and each Board member will receive 25 palm cards at the February 23 meeting. The design of the card lets the reader keep one, and give another to a friend, thereby multiplying our outreach.

We are on target to launch online **Storybanking**— both on the Internet and Intranet — to help the councils solicit success stories as a result of FTF funding. The success stories can then be used in a variety of ways, including media relations, government relations, etc. The Intranet version — open to FTF staff — will launch February 19, and the public version on the Internet will launch March 1.

We understand that scheduling and preparing for the community outreach presentations, as well as conducting media outreach to complement those efforts takes a great deal of time. And, our Council Members and regional staff are already working very hard to complete the grant award process. In order to build capacity within the regions, we have proposed that regional councils contract with a local consultant through our central office to support the regional councils and staff in their community outreach efforts.

Parent Education — The Communications Office has identified a host of materials to complement regional parent education efforts. The materials — from Born Learning — can easily be branded First Things First. We will review some of the Born Learning materials at the February 23 meeting. A menu of the materials, with pricing, as well as questions to guide the Regional Councils in making decisions about which materials were appropriate to their area was slated to go out to Regional Coordinators the week of February 16.

REGIONAL COMMUNICATIONS FUNDING—FY 2010

February 12, 2010

Regional funding to implement communications strategies was placed on hold by the Board waiting for coordination and integration with the statewide strategies under development. Eighteen Councils had communications strategies and funding approved by the Board. (See table below.) Two Councils (White Mountain Apache and Navajo Nation) later had specific strategy funding released to accomplish tasks that were determined not to be in conflict with statewide strategies and necessary for their Region.

With statewide strategies and materials now developed or close to being completed, each Council with approved Communications funding could begin to utilize their funds to increase awareness of services available as well as increase general awareness and support for the early childhood investment.

Under normal procedures, each Council would now identify how it would use its approved Communications funding and return to the Board with definitive proposals. To do so at this late point in FY 2010 would cause many of the opportunities for appropriate use of these funds to be further delayed until April or even May. Instead of requiring Councils to return to the Board for approval, it is recommended that the Board give Councils with already approved communications funding the opportunity to design their specific communications plans within the guidelines of the statewide communications strategies and materials and present their approach to the Executive Director. With approval of the executive director, Councils would then be authorized to proceed without delay. The executive director and Communications director would report back to the Board on the usage of the FY 2010 Regional Council communications dollars.

Central Maricopa	Communications	\$100,000
Central Phoenix	Communications	\$150,000
Central Pima	Communications	\$100,000
Cochise	Communications	\$60,000
Gila River Indian Community	Communications	\$2,812
La Paz/Mohave	Communications	\$26,656
Navajo Nation	Communications	\$150,000
Navajo/Apache	Communications	\$16,250
North Phoenix	Communications	\$235,000
North Pima	Communications	\$15,000
Pinal	Communications	\$32,500
Santa Cruz	Communications	\$80,000
South Phoenix	Communications	\$211,284
South Pima	Communications	\$100,000

Southeast Maricopa	Communications	\$150,000
Southwest Maricopa	Communications	\$50,000
White Mountain Apache Tribe	Communications	\$8,000
Yuma	Communications	\$208,000

\$1,695,502

*All funding is on HOLD except for the for White Mountain Apache Tribe and Navajo Nation Community Awareness strategies